Unlocking Potential
Embracing Ambition

a shared plan for the arts, screen and creative industries
2014-2024
Chalk About, Curious Seed. Photo: Tuur Uyttenhove.
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Tiger/Tiger Tale, Barrowland Ballet.
Photo: Brian Hartley.
Northlands Glass. Photo: Angus Mackay.
Who We Are

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here.

We enable people and organisations to work in and experience the arts and creative sectors in Scotland by helping others to create culture through developing great ideas and bringing them to life.

*We distribute funding from the Scottish Government and the National Lottery.*
March of Women, Glasgow Women’s Library and the Royal Conservatoire of Scotland. Photo: Chris James.
A Shared Vision

We want a Scotland where everyone actively values and celebrates arts and creativity as the heartbeat for our lives and the world in which we live; which continually extends its imagination and ways of doing things; and where the arts, screen and creative industries are confident, connected and thriving.

Nearly a thousand artists and creative practitioners have helped shape this vision through consultation, conversation, feedback and dialogue.
Tall and Tiny Tales, Tron Participation.
Photo: John Johnston.
Blood Wedding, Dundee Rep Theatre.
Photo: Viktoria Begg.
Ambitions

These five ambitions frame our collective aims over the next ten years.

We want Scotland to be a country where:

• **Excellence** and experimentation across the arts, screen and creative industries is recognised and valued

• Everyone can **access** and enjoy artistic and creative experiences

• **Places** and quality of life are transformed through imagination, ambition and an understanding of the potential of creativity

• Ideas are brought to life by a diverse, skilled and connected **leadership and workforce**

• Scotland is a distinctive creative nation **connected** to the world.
Purpose

Creative Scotland’s role as a development agency is to be an intelligent funder of the arts, screen and creative industries, to be a national and international advocate on their behalf and to positively influence attitudes, behaviours and policies.
Arts

We support individuals and organisations working in the arts across all areas of practice including dance, literature, music, theatre, visual art and cross-disciplinary practice.

Screen

We support film and television production and cross-platform media and we also promote international filmmaking in Scotland.

Creative Industries

We support the creative industries, encompassing a wide range of commercial creative activities including music, architecture, craft, design, digital innovation and gaming.
How We Do It

We fulfil our purpose through:

**Funding**

We distribute funding from two main sources; the Scottish Government and The National Lottery. We do this through three funding routes:

- Regular funding for organisations – offering financial support for three years;
- Open Project Funding supporting individuals and organisations with time limited projects;
- Targeted Funding to deliver shared strategic goals with partners.

**Advocacy**

We work with others to raise the profile of Scotland’s arts and creative sectors, helping to promote their excellence at home and abroad to a wide range of audiences.
Development

We work in partnership with others to create the best conditions possible for artists, creative people and organisations to thrive.

Influence

We use our overview of the arts, our research, and our knowledge to help others to work with these sectors to everyone’s benefit.
Music Plus, Scottish Music Centre.
Photo: Keith Beattie.
Connecting Themes

There are four connecting themes that run through all aspects of our work and the work that we support.

Creative learning

We are committed to increasing the quantity and quality of opportunity for people of all ages to learn through engagement with the arts, screen and creative industries. We will also encourage organisations including ourselves, to be responsive, adaptive and continually learn.

Equalities and diversity

We aim to put equalities and diversity at the heart of all our activity enabling people from different backgrounds, from diverse communities and of all ages to access increased opportunity through access to arts and culture.
Digital

As new digital channels continue to emerge, we are committed to supporting the arts and creative sectors to fully utilise all the benefits that new digital tools can bring.

Environment

We are committed to operating in an environmentally sustainable manner and will work to ensure that the individuals and organisations that we support do the same.
Find Out More

To see the full version of this plan please visit www.creativescotland.com/ourplans

To keep in touch with what we’re doing, sign up for our email updates here: www.creativescotland.com/updates

And if you want to know more about Creative Scotland and the work we do, contact our Enquiries Service by phone or email.
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Cover: *Chalk About* by Curious Seed, a company with physical expression at its core, committed to exploring and developing the scope of movement based performance. Photo: Tuur Uyttenhove.


Page 8: *March of Women* event, celebrating the achievements of Scottish women past and present, by Glasgow Women’s Library and the Royal Conservatoire of Scotland. Photo: Chris James.


Page 20: Music Plus recording day at Gorbals Sound, Scottish Music Centre. Photo: Keith Beattie.